

Chocolate Confectionery in Portugal

June 2024

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Chocolate Confectionery in Portugal - Category analysis

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2024 DEVELOPMENTS

Hikes in the prices of raw ingredients such as cocoa and sugar push up chocolate prices
Ferrero maintains its company lead, while the Lindt brand updates its distribution strategy
Seasonal chocolate and boxed assortments benefits from product innovation

PROSPECTS AND OPPORTUNITIES

Positive sales ahead, albeit remaining somewhat suppressed in the short term
Private labels set to grow their appeal with high-quality chocolate at affordable prices
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DISCLAIMER

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